THE STOCK LIST,
A. H. Hitchcock, Publisher,
936 Monadnock Block,
CHICAGO.

MEMORANDUM OF LUMBER WANTED.

(This is not an Order.)

By.....

Date.....190.....

Address.....

If you are in need of stock which you do not find listed in THE STOCK LIST, fill up this blank with description of the lumber wanted, and mail to the publisher, as above. The firms represented in THE STOCK LIST will be notified of your wants; possibly some of them may be able to supply you.

Quantity.	Kind of Lumber.	Thickness.	Grade.	Width.	Length.	Remarks.

"A Word In Season---How Good Is It."

Maybe you see an item in The Stock List; perhaps you write about it; possibly you order it. The advertiser has made the sale because he has the stock listed in this book, but unless you tell him so the fact can never come to his knowledge. This is neither to your interest nor mine. We both want him to keep on listing what he has to sell—you, because it is convenient to have stocks listed where you can always refer to them without expense; I, because that is what I print The Stock List for. Hence it will help both of us—and the advertiser as well—if you will kindly remember to say somewhere in the correspondence that you were moved to open the negotiations by finding the stock listed in this little book.

If when you make a good purchase through The Stock List you will take the trouble to tell me about it, the information will be gratefully received. It may help me to convince some doubting Thomas that his list in The Stock List might lead to business also—to prove to him, in fact, that it is wise to keep a memorandum of what he has for sale where you can easily refer to it.